



SURANA COLLEGE
AUTONOMOUS

CA-17, Stage I, Kengeri Satellite Town, Bengaluru, Karnataka 560060

Affiliated to Bangalore University, Re-accredited by NAAC with 'A+'
Recognised under section 2(f) & 12(B) of UGC, Approved by AICTE
MCA Program Accredited By NBA

CATALYST

Sparking Change, Driving Ideas, and Initiating Growth

Volume 02 Issue 02 Quarterly Newsletter of Department of MBA & Research Centre June 2026



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EDITORIAL MESSAGE

Dear Readers,

Warm greetings from the Department of MBA & Research Centre, Surana College (Autonomous), Kengeri!

The months of April to June 2026 have been filled with learning, growth, and meaningful impact. This quarter beautifully reflected the spirit of our theme, "Elevate – Where Leadership Begins," as students, faculty, and industry partners came together to create enriching experiences and rise collectively to new heights of academic and professional excellence.

April set a strong foundation with the Student Orientation Programme, a Two-Day Faculty Development Programme on Designing Impactful Case Studies for the Next Generation Classroom, and the Pre-Placement Training by DHI Academy for MBA students. The month also celebrated a faculty Patent Grant and participation in an Open Online Discussion, reflecting the department's vibrant research culture.

May unfolded with remarkable energy. The department conducted both an offline and online Free PG CET Coaching Session, ensuring broad student access to quality preparation support. The grand Sparkz Club Activities on 6th May – encompassing FinQuest, Data Detective, STPD Showdown, and **Job Fluence post portray Hair-Design** to sign In – showcased applied learning across Finance, Marketing, HR, and Business Analytics. The Student Development Review Meeting, Campus Catalyst by the Inspire Club, and the Connect Placement Club's Job Fair further enriched students' academic and career journeys. A faculty research paper published in a Q1 Journal added to the department's scholarly distinction. The month culminated gloriously with the Srujana Cultural Fest – Utsav and the Annual Sports Meet 2025–26, celebrating talent, culture, and athletic spirit across the entire department community.

June was a month of connection, service, and discovery. The department signed MoUs with Sanrakshana Rainbow Home and Affectionate Hands Foundation, deepening its social responsibility commitments. Final year students visited ID Fresh Food for an immersive industrial experience, while the fifth edition of Visionary Dialogues: Meet the CXO brought global corporate insights to campus. The ISR Club's Blood Donation Drive in association with Rashtriya Blood Centre exemplified compassionate citizenship. Students also embarked on an adventurous Domestic Trip to Kerala, fostering team spirit and personal growth. The quarter concluded with the 9th Board of Studies Meeting and a Q2 Journal Publication by a faculty member. We express heartfelt gratitude to our management, faculty, industry experts, and students for their constant support and enthusiastic participation. As we move forward, may this spirit of elevation inspire us to learn with purpose, lead with integrity, and serve with compassion – for leadership truly begins here.

Message from leadership

ELEVATE – WHERE LEADERSHIP BEGINS



Dr. Archana Surana
Managing Trustee

True leadership is built on a foundation of knowledge, values, and a commitment to continuous growth. At our institution, we believe that education should empower individuals to think critically, act responsibly, and lead with confidence in an ever-evolving world.

This edition of Impressions highlights the remarkable achievements of our students and faculty, showcasing their dedication to academic excellence, innovation, research, and community engagement. These accomplishments reflect the vibrant learning environment we strive to foster.

As we celebrate the theme "Elevate – Where Leadership Begins," I encourage every learner to embrace challenges, pursue excellence with determination, and uphold the values of integrity, collaboration, and lifelong learning. May each milestone inspire greater aspirations and meaningful contributions to society. I congratulate all the students and faculty featured in this edition and wish them continued success in their journey of leadership and excellence.

Leadership is not defined by a position but by the ability to inspire, innovate, and create a positive impact. At the MBA Department, we are committed to nurturing future leaders by providing opportunities that encourage academic excellence, professional growth, and social responsibility.

This edition of Impressions celebrates the achievements of our students and faculty during the quarter, reflecting their dedication, perseverance, and continuous pursuit of excellence. Every accomplishment featured here is a testament to our collective commitment to learning, collaboration, and leadership. As we embrace the theme "Elevate – Where Leadership Begins," let us continue to challenge ourselves, seize new opportunities, and strive for excellence in everything we do. Together, let us elevate our aspirations and shape a future driven by purpose, integrity, and innovation.



Dr. Anitha Nallasivam
Director-MBA

DEPARTMENT OF MBA & RESEARCH CENTRE



Established in 1999 with an initial intake of 120 students, the MBA Department at Surana College has grown to accommodate 240 students per batch. The two-year, four-semester program is affiliated with Bangalore University and approved by AICTE, UGC, and the Government of Karnataka. Under autonomous status, it follows the Choice-Based Credit System (CBCS) and offers dual specializations aligned with industry requirements.

The department is re-accredited with an A+ grade by NAAC, ISO certified, and hosts a recognized research centre under Bangalore University. Supported by 13 full-time faculty members, including 6 Ph.D. holders with an average of 15 years of academic and industry experience, the department continues to strengthen its research excellence. This quarter, faculty achievements included a Patent Grant and publications in Scopus Q1 and Q2 journals.

Committed to holistic education and social responsibility, the department expanded its outreach through MoUs with Sanrakshana Rainbow Home and Affectionate Hands Foundation. These partnerships complement existing collaborations with AIMA, NHRD, BMA, KASSIA, FKCCI, IBM, and Nirman Foundation, enhancing industry-academia engagement. Students actively participate in clubs, business forums, and industry-led activities, developing leadership and practical skills. With a strong alumni network of over 2,240 graduates, the department continues to produce professionals and entrepreneurs making a global impact.

DEPARTMENT HIGHLIGHTS

Quarter at a Glance

ACHIEVEMENT	COUNT
Placements	13
Research papers published	7
Patent	1
Conference paper presentation	3
Resource person	3
BOS & BOE member	3

FACULTY ENRICHMENT AND PROFESSIONAL DEVELOPMENT

- Dr. Dinesh VJP participated in a Faculty Development Programme (FDP) titled “AI Tool for teaching research and academic writing” organized by AMIEE Association held from 6th to 10th April 2026.
- Dr.Jaisheela S participated in a Faculty Development Programme (FDP) titled “Beyond the Horizon: Expanding Mindset for Academic Excellence” organized by New Horizon held from 6th April to 10th April 2026.
- Prof. Nithya R participated in a Faculty Development Programme (FDP) titled “AI Tool for teaching research and academic writing” organized by AMIEE Association held from 6th April to 10th April 2026.
- Dr. Jaisheela S participated in a Faculty Development Programme (FDP) titled “Digital Transformation and marketing Innovation” organized by Vijaya Vittala Institute of Management and Science held on 17th April 2026.
- Dr.Jaisheela S participated in a Faculty Development Programme (FDP) titled “Enhanced Educational Technologies” organized by HKBK Degree College held on 25th April 2026.
- Dr.Jaisheela S participated in a Faculty Development Programme (FDP) titled “Gen AI Application across engineering science commerce & Arts” organized by East West School of Business Management held on 27th April 2026.
- Dr.Jaisheela S participated in a One Day Faculty Development Programme (FDP) titled “Strengthening CO-PO attainment in outcome Based Education Practices” organized by BGS B-School held on 09 May 2026.

FACULTY ENRICHMENT AND PROFESSIONAL DEVELOPMENT

- Dr.Jaisheela S participated in a Webinar titled “Bridging the Gap: Identifying research gap and formulating effective research objectives” organized by Vijaya Vittala Institute of Management and Science held on 24th April 2026.
- Prof. Suma B R participated in a 5 Days’ Workshop titled “Basics of Research Methodology and Statistical Analysis using SPSS” organized by Digi Skill Development Centre and Training Institute from 29 April 2026 to 03 May 2026.
- Dr.Jaisheela S participated in a One Day Faculty Development Programme (FDP) titled “Emerging Trends in Global Logistics and Multimodal Transportation” organized by Vijaya Vitala Institute of Management and Science held on 18th May 2026.
- Dr.Jaisheela participated in an online webinar titled “Hypothesis Formulation and Testing through Regression Analysis” organized by Vignan’s Foundation for Science Technology and Research on 22nd May 2026.
- Dr.Jaisheela S participated in a One Day Faculty Development Programme (FDP) “Emerging Trends and Innovative practices in Engineering” organized by Vikas College of Engineering and Technology (Autonomous) held on 1st June 2026.
- Dr.Prakruthi N Udupa participated in a One Day Faculty Development Programme (FDP) “AI-Enabled Outcome-Based Education for Academic Excellence in Higher Education”. organized by AMIEE Association & CMAOI Association held on 15th-19th June 2026.

WORKSHOPS AND SEMINARS

GUEST LECTURES

- Dr. R Satheesh Kumar delivered an expert lecture as a Guest Speaker on “Data Analysis using Excel” organized by Dayananda Sagar, on 15th April 2026.

RESOURCE PERSON

- Dr.Dinesh, V. J. P. (2026, April). Resource person for the session “AI in academic paper writing”. Silicon College.
- Dr.Jaisheela. (2026, April). Resource person for the session “Industry 360: Focus on IPOs and enhancing students’ industry awareness”. Jain (Deemed-to-be University), CMS.
- Dr.Satheesh Kumar, R. (2026, May). Resource person for the Faculty Development Programme session “Research Methodology and Academic Writing in the Digital Age”. Pravara Rural Engineering College, Loni.
- Dr.Satheesh Kumar, R. (2026, June). Resource person for the Faculty Development Programme session “AI-Enabled Outcome-Based Education for Academic Excellence in Higher Education”. AMIEE Association & CMAOI Association.

BOS MEMBER & BOE MEMBER

- Dr. R Satheesh Kumar served as a Board of Studies (BOS) member at Garden City, held on 13th April 2026.
- Prof. Supriya served as a Board of Studies (BOS) member for “BBA Business Analytics” at M S Ramaiah, on 24th April 2026.
- Dr.Satheesh Kumar, R. (2026, May 5). Resource person, Board of Examiners (BOE). Padmashree Institute of Management and Sciences.

The 9th Board of Studies (BoS) Meeting was successfully conducted on 10th June 2026, bringing together eminent academicians and industry experts to review, evaluate, and enhance the MBA curriculum in line with emerging industry trends and academic standards.

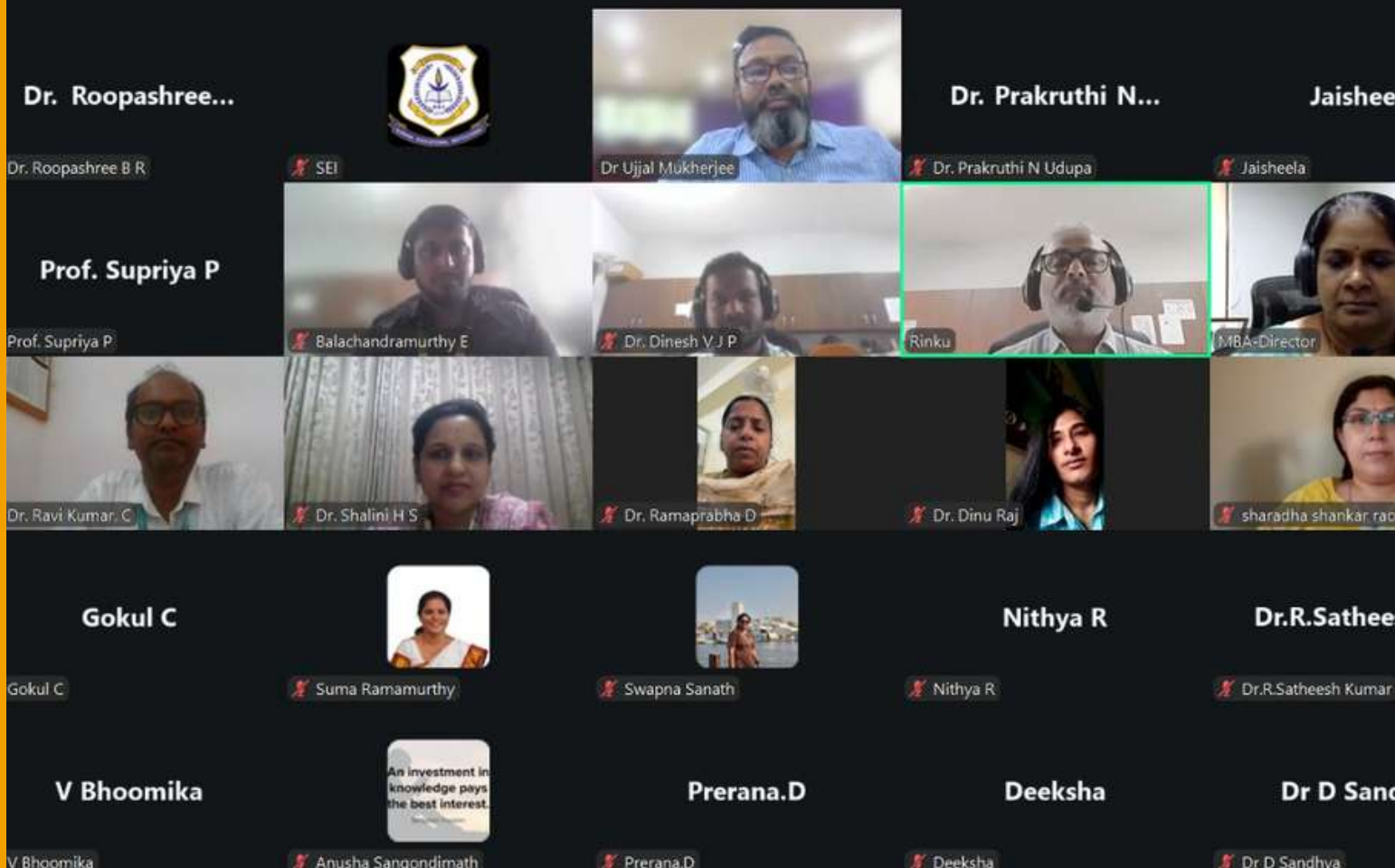
The meeting witnessed the valuable participation of Dr. Nagaraju Y (Professor, CBSMS, Bangalore University), Dr. Bikash Ranjan Debata (Professor – Marketing & International Business), Mr. Satish Viswanathan (Founder & CEO, JOULEYE Counselling), Dr. Vinoth S (Professor – Finance, CMS Business School), Dr. Itam Urmila Jagadeeswari (Assistant Professor (Senior), Manipal Academy of Higher Education), and Dr. Dilip (Assistant Professor (Senior), VIT Business School).

Key discussions focused on curriculum enhancement, integration of emerging business trends, experiential learning, skill-based education, industry collaboration, and improving student employability. The Board offered valuable recommendations to ensure the programme remains dynamic, future-ready, and aligned with the evolving expectations of academia and the corporate world. The meeting reaffirmed the department's commitment to academic excellence, innovation, and continuous quality improvement, ensuring that students receive a contemporary, industry-oriented management education that prepares them to excel as future business leaders.



FDP ORGANIZED BY DEPARTMENT - “DESIGNING IMPACTFUL CASE STUDIES FOR THE NEXT GENERATION CLASSROOM”

A Two-Day Faculty Development Programme from 27th to 28th April 2026, brought together faculty and research scholars for an enriching online learning experience led by an eminent resource person. The programme was facilitated by Dr. Ujjal Mukherjee, Director, Rajalakshmi School of Business, Chennai – a distinguished academician with over 50 published research papers in ABDC and Scopus Q1 journals, case publications with IVEY Publishing and EMERALD, and 523 Google Scholar citations. The FDP created a transformative space where faculty moved beyond conventional pedagogical approaches, developing the skills to design contextually rich, next-generation case studies that foster critical thinking, real-world application, and student-centred learning, underscoring the department's unwavering commitment to academic excellence and continuous faculty enrichment.



GUIDING ASPIRANTS TOWARDS PGCET EXCELLENCE

"Free PGCET Coaching Sessions," were conducted in two enriching phases – a 2-Day Offline Coaching Session on 4th & 5th May 2026, followed by a Free Online Coaching Session on 20th May 2026 – offering PGCET aspirants a comprehensive and accessible preparation experience across both modes of learning.

Both sessions were structured around five core programme highlights – Computer Awareness, Analytical Ability & Logical Reasoning, Quantitative Analysis, English Language, and General Knowledge, complemented by smart strategies and practice sessions. The initiative reflected the department's deep commitment to student outreach and academic inclusivity, ensuring that final year students, graduates, and PGCET aspirants – were equipped with the knowledge, confidence, and competitive readiness to perform at their very best, embodying the institution's enduring resolve to elevate every learner it serves.



"After every session with him, you come away with a lot of confidence, a lot of faith in yourself, a lot of energy. This has an indirect effect on your organization. He was not elitist. He didn't talk you down. He is someone who puts you at ease and you soon start talking to him as his equal."

FACULTY VOICE

"Leadership is not about being in charge. It is about taking initiative to create impact, inspire change, and elevate others along the journey."

Leadership is not merely about holding positions; it is about creating impact, inspiring change, and transforming ideas into action. In today's rapidly evolving world, entrepreneurship has emerged as one of the most powerful forms of leadership. Entrepreneurs are visionaries, innovators, and problem-solvers who lead by identifying opportunities and creating meaningful change.

Every entrepreneurial journey begins with an idea and the courage to act upon it. Entrepreneurship develops qualities such as creativity, resilience, adaptability, teamwork, and decision-making, which are essential traits of effective leadership. "ELEVATE – Where Leadership Begins" truly reflects this spirit of transforming challenges into opportunities.

India has witnessed remarkable entrepreneurial leaders who have inspired millions. N. R. Narayana Murthy, founder of Infosys, built a globally respected IT organization through vision, ethics, and perseverance. Kiran Mazumdar-Shaw, founder of Biocon, demonstrated how innovation and leadership can transform industries and break barriers.

Young entrepreneurs are also redefining leadership in the digital era. Bhavish Aggarwal of Ola revolutionized urban mobility through technology-driven solutions, while Falguni Nayar built Nykaa into one of India's leading beauty and lifestyle brands through strategic vision and determination.

Similarly, Nithin Kamath of Zerodha transformed stock trading by making investing affordable and accessible, promoting financial literacy among youth. Deepinder

Goyal of Zomato showcased responsible leadership during the COVID-19 pandemic by supporting delivery partners and local businesses.

Another inspiring leader is Sridhar Vembu, founder of Zoho, who promoted rural entrepreneurship and inclusive growth by creating employment opportunities in rural areas. Likewise, Ghazal Alagh, co-founder of Mamaearth, promoted sustainable and toxin-free products while inspiring women entrepreneurs.

Globally, Elon Musk continues to inspire through companies like Tesla and SpaceX, demonstrating how visionary leadership can address global challenges. Similarly, Satya Nadella transformed Microsoft through empathy-driven leadership, innovation, and digital transformation.

Educational institutions also play a vital role in nurturing future leaders through entrepreneurship cells, incubation centers, hackathons, and skill development initiatives. Such platforms encourage students to think creatively, innovate confidently, and become responsible leaders.

"ELEVATE" is therefore not just a theme but a mindset that motivates individuals to rise above limitations, embrace innovation, and lead with purpose. Leadership begins the moment a person takes initiative and works towards creating meaningful change.

Because true leadership begins when we dare to create, innovate, and elevate.

By Dr. Roopashree B R
Asst.Professor

INDUSTRY CONNECT AND PLACEMENT

PRE-PLACEMENT TRAINING SESSION

The Department organized a Pre-Placement Training Session in collaboration with DHI Academy on 27th & 28th April 2026 for first and second-year MBA students. The two-day programme focused on aptitude development, communication skills, resume building, group discussions, and interview preparation, equipping students with the essential skills and confidence required for successful placements. The initiative reflected the department's commitment to fostering career readiness and preparing students for future professional opportunities.



APTITUDE TRAINING SESSION

The Department organized a 2-Day Aptitude Training Workshop on 29th and 30th June 2026, led by an experienced corporate trainer to enhance students' aptitude skills and placement readiness. The workshop focused on problem-solving strategies, competitive aptitude practice, and recruitment preparation, helping students build confidence and improve their performance in campus placement assessments. The initiative reaffirmed the department's commitment to preparing students for successful careers.



JOB FAIR — CONNECTING TALENT WITH OPPORTUNITIES

"Job Fair — Connecting Talent with Opportunities," presented by Connect, the Placement Club on 20th May 2026, brought together students and recruiters on a single dynamic platform.

The event was anchored around three powerful pillars — Jobs, People, and Future— each designed to bridge the gap between emerging talent and real-world career opportunities. The Job Fair created a vibrant platform where students moved beyond classroom preparation, engaging directly with industry representatives, showcasing their professional competencies, and exploring meaningful career pathways, highlighting the department's unwavering commitment to placement excellence and the holistic career development of future-ready management professionals.



VISIONARY DIALOGUES: MEET THE CXO – SERIES 5

Bridging the gap between academia and industry, the interactive session held on 13th June 2026 provided students with a unique opportunity to engage with global corporate leadership. Through insightful discussions and thought-provoking interactions, participants gained valuable perspectives on leadership, innovation, and the evolving corporate landscape.

The session featured Mr. Shiraz Rasheed, Assistant Vice President – MUFG, GCIB EMEA CoE, Client KYC Group, who shared invaluable leadership insights drawn from his extensive international corporate experience, helping students unlock corporate wisdom, sharpen their skills for success in today's competitive world, and bridge the gap between academic theory and real-world practice. The fifth edition of Visionary Dialogues reaffirmed the department's continued commitment to exposing students to authentic industry perspectives, reflecting the conviction that the most meaningful learning often takes place in dialogue with those who have walked the path before – elevating every student's vision of what leadership truly demands and delivers.



EMPOWERING FUTURES

Surana College Autonomous is proud to announce a key achievement. 13 students have successfully secured placements this quarter. This reflects the dedication and hard work of our students. It also highlights the institution's strong commitment to excellence. We are delighted to see placement opportunities grow steadily each year. This marks another significant milestone in our academic and professional journey.



Soumya K D
TinkEdge



Ankitha. C
Blugate Software
Solutions



Soumya J.K
Blugate Software
Solutions



Sangeetha
Blugate Software
Solutions



Krithika B
Blugate Software
Solutions



Esha
Blugate Software
Solutions



Sudha
Blugate Software
Solutions



Lavayanya N
HDFC BANK



Kavya Rajaram Bhat
HDFC BANK



Bhuvanashree H Y
HDFC BANK



Pooja. G
HDFC BANK



Jay Uday Mehta
Toyota



Abhilash J A
Mahindra and Mahindra
Financial Services

INDUSTRY VISIT



"Industrial Visit to ID Fresh Food," organised in June 2026, took the final year MBA students to one of India's most innovative and rapidly growing food technology companies for an immersive, firsthand experience of real-world business operations.

The visit provided final year students with an invaluable experiential learning opportunity — bridging the gap between theoretical management concepts and the dynamic realities of food processing, supply chain management, quality control, and

operational excellence as practised by a leading industry player. The industrial visit stood as a fitting and purposeful milestone for students on the threshold of their professional careers, reinforcing the department's enduring commitment to industry-integrated education and affirming that at Surana College (Autonomous), every student steps into the professional world not merely with a degree but with the confidence, context, and clarity of having witnessed excellence in action.



PAPER PUBLICATION

- Prof. Balachandramurthy E., & Swapna N. S. (2026, May/June). Impact of fintech on consumer financial behaviour and decision making. International Journal for Multidisciplinary Research.
- Prof. Balachandramurthy E. (2026). Green financing: Exploring strategies, challenges, and opportunities for sustainable development. In Sustainable business systems: Strategies for green supply chain and energy management. Springer Nature
- Prof. Rinku Modoor. (2026, April 26). Leveraging AI-driven digital environments for fostering global competence and intercultural literacy. Scientific Culture.
- Dr. Satheesh Kumar R. (2026, May). A study on subscription-based model and its impact on choice of over-the-top (OTT) platform: Customer perspective.
- Dr. Anitha Nallasivam A. & Ramya K. (2026). From sentiment to sales: A study of brand storytelling strategies in celebration day campaigns through digital communication. In Proceedings of the Global Innovation and Technology Summit "AAROHAN 3.0".
- Dr. Prakruthi N Udupa. (2026, June 3). Holographic marketing and virtual reality: Enhancing consumer engagement through immersive experiences. Journal of Daoist Studies
- Dr. Dinesh V J P. guided student to publish the research paper entitled "Examining the Role of Digital Financial Practices and Sustainable Adoption of Gamified Investment Applications Using a SLR framework-based review" in IJIRT international peer-reviewed journal .

PATENT

- Prof. Balachandramurthy E. (2026, April 6). Fraud detection device. Indian Patent Office.

CONFERENCE PAPER PRESENTATIONS

- Dr. Satheesh Kumar R. Presented a paper entitled “An Empirical Assessment of DEI&B Frameworks within the Indian Socio-Cultural Corporate Landscape” at the International Conference on Future Horizons in Management Education: Shaping Ethical, Agile, Intelligent Business Ecosystem, held on April 24 & 25, 2026, organized by Supreme Knowledge Foundation in association with the Association of Indian Management Schools, Mankundu, Hooghly.
- Dr. Dinesh V. J. P. Presented a paper entitled “Examining the Role of Generative AI and Gamification in Industries: A Case Study Approach” at the National Level Student Conference on “Innovation, Entrepreneurship and Social Impact towards Viksit Bharat 2047,” held on April 17, 2026, organized by Presidency University.
- Prof. Suma B. R. Presented a paper entitled “Navigating the Green Investment Landscape: An Empirical Investigation of Investor Awareness across Sustainable Financial Instruments” at the International conference on Computational and Mathematical Intelligence in Financial Decision Science and Digital Accounting, organized by Woxsen University on May 7 & 8, 2026.

FACULTY VOICE

Where leadership begins, confidence grows, and careers take flight.

In today's rapidly evolving corporate world, an MBA degree is no longer just about earning a qualification, it is about transforming into a leader who can adapt, innovate, and inspire. ELEVATE represents this very journey of transformation, where students move beyond textbooks and begin shaping themselves into future professionals ready to lead organizations and society.

At the heart of every successful placement lies not only academic excellence but also leadership potential. Companies today are searching for individuals who can think critically, communicate confidently, collaborate effectively, and handle challenges with resilience. Leadership is no longer restricted to managerial positions; it begins in classrooms, team discussions, presentations, internships, projects, and every decision students make during their MBA journey.

Placement training today is designed not merely to prepare students for interviews but to prepare them for professional life. Every aptitude session, group discussion, mock interview, industry interaction, and corporate mentoring initiative acts as a stepping stone in developing students into industry-ready leaders. Through these experiences, students learn the importance of teamwork, problem-solving, emotional intelligence, and professional ethics - qualities that define true leadership.

An MBA campus becomes a leadership laboratory where students discover their strengths, overcome their fears, and build confidence. Whether it is organizing events, participating in business simulations, leading student committees, or handling real-time corporate projects, students gradually learn that leadership begins with responsibility and self-awareness.

The modern recruiter values candidates who possess META skills i.e. adaptability, creativity, communication, digital awareness, analytical thinking, and social responsiveness. Technical knowledge may help students secure opportunities, but leadership qualities help them sustain and grow within organizations. This is why placement activities today focus equally on personality development, professional grooming, networking abilities, and career planning.

"ELEVATE" is not simply a theme; it is a mindset. It reminds students that success is not achieved overnight but through continuous learning, discipline, and self-improvement. Every challenge faced during the MBA journey becomes an opportunity to grow stronger and wiser. Every rejection becomes a lesson. Every achievement becomes a milestone toward greater aspirations.

As placement professionals and educators, our role is to guide students toward discovering their true potential and preparing them to face the corporate world with competence and confidence. We aim to create professionals who are not only employable but also capable of becoming visionary leaders, ethical decision-makers, and responsible contributors to society.

Leadership does not begin after getting placed in a company. Leadership begins the moment a student chooses to learn, improve, collaborate, and rise above limitations.

Prof. Soumya KR
Placement Officer



THE MANAGEMENT CLUB

INSPIRE- CAMPUS VENTURE

"Campus Catalyst — Campus Venture," presented by the Inspire Club, invited students to turn their ideas into real on-campus ventures through a compelling cycle of presenting, pitching, and persuading.

The event was structured around four enriching highlights — Experiential Entrepreneurship Learning, Real-world Decision Making, Negotiation & Market Awareness, and Team-based Participation — each designed to challenge participants to think, collaborate, and build with purpose. Anchored by a rigorous seven-slide Presentation Framework spanning Executive Summary, Team Roles, Business Model Canvas, Entry Strategy, Operational Strategy, Exit Strategy, and Support Needed, Campus Catalyst created a platform where students moved beyond conventional learning, applying entrepreneurial thinking and problem-solving skills in a competitive, real-world business environment, highlighting the growing importance of innovation-led experiential learning in building future-ready management professionals.



STUDENT CLUBS: LEARNING BEYOND THE CLASSROOM

METAMORPH

"Metamorph" (6th May 2026) challenged students to "Think, Plan, and Pitch" through Puzzle, Plan, and Pitch stages. "SKIT — Seek, Know, Interpret, Triumph" (24th June 2026) deepened HR understanding through a four-stage knowledge challenge — together reflecting the club's commitment to HR competence and critical thinking.

"Humility in success and courage in failure are hallmarks of a good leader."



FINSIGHT



"FinQuest" (6th May 2026) tested students' financial reasoning and decision-making through Fin Decode, Fincurrent Affairs Arena, and Capital Auction. This was followed by "Finsolve: Case Study Competition" (24th June 2026), featuring Ms. Namratha S Ijari, Project Accounting Analyst, Oracle India, where students analysed real business scenarios and presented evidence-based solutions — together reflecting the club's commitment to financial acumen and decision-making confidence.

STUDENT CLUBS: LEARNING BEYOND THE CLASSROOM

BIZLYTICS

"Data Detective" (6th May 2026) immersed students in data understanding, preparation, analysis, visualisation, and presentation to uncover business insights. "Campus Pulse" (24th June 2026) advanced this further, with students designing surveys, analysing data in Excel, and building dashboards – reflecting the club's focus on data literacy and evidence-led decision-making.

"Ideal opportunity is a rare thing and people get old waiting for it."



BRANDATHON

"STPD Showdown" (6th May 2026) challenged students to master Segmentation, Targeting, Positioning, and Differentiation. "BrandForge: From Product to Stardom" (24th June 2026) took this further, with students creating a complete marketing plan – Brand Name, Tagline, USP, 4Ps/7Ps, and Celebrity-Brand Match Making – reflecting the club's commitment to strategic marketing thinking.



COMMUNITY & SOCIAL IMPACT

Blood Donation Drive - Donate Blood, Save Lives

Demonstrating the spirit of compassion, social responsibility, and community service, the ISR Club of Surana College (Autonomous), in association with Rashtrothana Blood Centre, Bengaluru, organised a Blood Donation Drive on 16th June 2026 at the Seminar Hall, Kengeri. The initiative brought together students and staff for a noble cause that extended beyond academic pursuits and contributed directly to saving lives, with 58 donors coming forward to participate.

The drive provided eligible donors aged 18 to 65 years, weighing above 45 kg, and in good general health with an opportunity to support emergency medical needs and promote community well-being through the simple yet impactful act of blood donation. Reflecting the ISR Club's commitment to fostering responsible citizenship, the event reinforced the message that true leadership is rooted in empathy and service. Through their participation, students exemplified the institution's vision of nurturing not only competent professionals but also socially conscious individuals dedicated to making a meaningful difference in society.



COMMUNITY & SOCIAL IMPACT

MOU with Sanrakshana Rainbow Home

Strengthening its commitment to social responsibility and community engagement, the department signed a Memorandum of Understanding (MoU) with Sanrakshana Rainbow Home. This meaningful partnership aims to support and empower children through educational initiatives, community outreach programmes, and volunteering opportunities. The collaboration reflects the department's vision of nurturing socially conscious future leaders while creating a positive and lasting impact on the lives of children in need.



MOU with Affectionate Hands Foundation

Strengthening its commitment to social responsibility and community engagement, the ISR Club signed a Memorandum of Understanding (MoU) with Affectionate Hands Foundation, marking the beginning of a meaningful partnership. The collaboration aims to promote student participation in social awareness programmes, environmental sustainability initiatives, and volunteer activities. Through this partnership, students will have greater opportunities to contribute to society while developing a strong sense of responsible citizenship and community leadership.



BEYOND CLASSROOM COMMUNITY ACTIVITY

SPARK-Z MOTHER CLUB: A JOURNEY OF LEARNING AND COMPASSION

Spark-Z Mother Club conducted its first session at Sanrakshan Rainbow Home on 13 June 2026, focusing on rapport building through interactive icebreakers, team-building games, and engaging activities that fostered trust and participation. The second session, held on 27 June 2026, featured age-appropriate activities, with younger children developing communication and empathy skills, while older students participated in an interactive Financial Literacy session covering smart spending, saving, and responsible money management. The initiative created a meaningful and enjoyable learning experience for all participants.

GOVERNMENT-LED PLANTATION DRIVE

Students from our institution participated in the Bengaluru Urban Ecological Restoration Mission (BUERM) 2026–2030, a flagship plantation drive organized by the Bangalore Development Authority (BDA), Government of Karnataka, on 27th June 2026. As part of this large-scale environmental initiative, students planted native saplings to support urban ecological restoration and biodiversity conservation. The campaign achieved a remarkable Guinness World Record for "The Most Plants Planted by a Team in 12 Hours," providing students with an opportunity to contribute to a historic environmental milestone while reinforcing the values of sustainability, environmental responsibility, and community service.



EMPOWERING MINDS, INSPIRING FUTURES

STARTUP TO SUCCESS: THE VENTURE CAPITAL JOURNEY

Venture Capital Funding Opportunities: From Startup Idea to Investment Readiness, organized under the Institution's Innovation Council on 29th June 2026, provided students with valuable insights into startup financing and investment readiness. Led by Dr. Abdul Manaff, Chairman of First Holding, Start Partners UK, WEDO, VWC & SheFinance, the session explored funding strategies, investor expectations, and the startup growth journey. The interactive session inspired entrepreneurial thinking and enhanced students' understanding of building investment-ready ventures.



INTERNATIONAL YOGA DAY

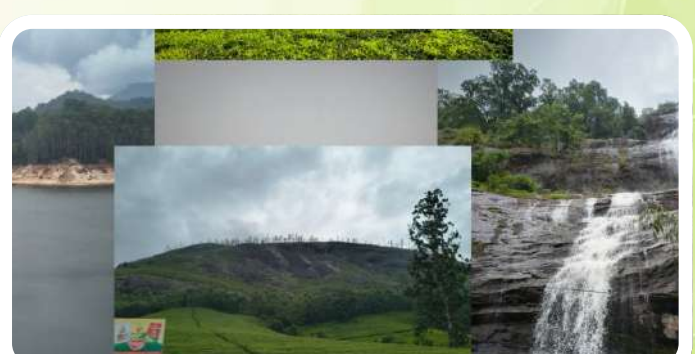
The Department celebrated International Yoga Day in association with the Art of Living Foundation, emphasizing the importance of physical fitness, mental well-being, and holistic living. The session featured guided yoga asanas, breathing techniques, and mindfulness practices that encouraged participants to embrace a healthier and more balanced lifestyle. The programme inspired students and faculty to recognize yoga as a valuable tool for managing stress, improving concentration, and promoting overall well-being.



JOURNEY OF DISCOVERY

The Department organised an enriching Domestic Educational Tour to Kerala from 17th to 21st June 2026, taking students on an immersive five-day journey across three of the state's most iconic destinations – Munnar, Alleppey, and Kochi – offering a vibrant blend of natural splendour, cultural discovery, and personal growth far beyond the boundaries of the classroom.

The journey began amidst the breathtaking tea-carpeted hills of Munnar, where students soaked in the serene beauty of rolling estates, misty valleys, and the tranquil rhythms of nature – a powerful reminder that leadership also demands the wisdom of stillness and reflection. The adventure then flowed into the enchanting backwaters of Alleppey, where a memorable houseboat experience through Kerala's iconic waterways created moments of togetherness, wonder, and the quiet joy of travelling as a community. The trip concluded in the vibrant historic port city of Kochi – where colonial architecture, the celebrated Chinese fishing nets, Fort Kochi, and the bustling spice markets offered students a rich window into India's maritime heritage and multicultural legacy. The trip stood as a meaningful celebration of holistic education – nurturing curiosity, cultural awareness, and the bonds of friendship that make the MBA journey truly extraordinary.



ELEVATE: WHERE LEADERSHIP BEGINS

Leadership does not arrive with titles, recognition, or the spotlight. It begins with a simple choice—the decision to step forward when others hesitate. It starts the moment you move beyond your comfort zone, choose courage over fear, and take action despite uncertainty. Leadership is born in those quiet moments when you decide to take responsibility and make a difference.

To elevate is not just about achieving more; it is about becoming more. It is the journey of improving yourself, thinking with purpose, and striving for excellence in everything you do. In a world where it is easy to follow the crowd, true leadership lies in having the confidence to create your own path.

Leadership is often revealed through the way small responsibilities are handled. When even the simplest task is approached with dedication and care, it becomes a reflection of your character. Excellence is built not only through major achievements but through consistent effort in everyday actions.

Growth does not happen overnight. It is the result of small, steady steps taken every day. Through discipline, commitment, and a willingness to improve, progress becomes inevitable. Along the way, your actions inspire others and encourage them to grow as well.

True leadership is also about uplifting those around you. The most impactful leaders understand that success becomes more meaningful when it contributes to the growth of others.

Leadership is not a destination but a continuous process of learning, growing, and serving. It begins the moment you choose purpose over comfort, effort over ease, and excellence over average. Because true leadership is not about doing extraordinary things—it is about doing every task, big or small, with extraordinary commitment and care.

Nisha Jain P
II Year MBA

CAMPUS SPIRIT: SPORTS, CULTURE AND CREATIVITY



"Annual Sports Meet 2025–26," organised by the Department of Physical Education & IQAC, unfolded across two memorable days — 25th and 26th May 2026 — bringing together students and staff in a complete sporting celebration spanning indoor competitions, outdoor athletic events, and a grand prize distribution ceremony.



The first day, 25th May 2026, set the tone with a vibrant Indoor Sports Meet conducted for both students and staff — creating a rare and joyful space where faculty and students competed as equals across a range of indoor games, fostering camaraderie, focus, and spirited institutional bonding. The second day, 26th May 2026, took the energy outdoors to BBMP Ground, Kengeri, where students competed in a dynamic Outdoor Sports Meet that tested physical endurance, athletic agility, and team spirit under the open sky. The two-day celebration culminated in a heartfelt Prize Distribution Ceremony following the outdoor events, honouring the dedication, perseverance, and sporting excellence of every winner — reminding the entire community that at Surana College, every effort is seen, every achievement is celebrated, and every individual is elevated.



SRUJANA-CULTURAL FEST

"Srujana Cultural Fest — Utsav: India's Rural and Urban Harmony," presented from 27th to 30th May 2026, united students and faculty in a grand three-day celebration of talent, tradition, and togetherness that beautifully showcased the rich heritage, diversity, and unity of our nation.

The fest unfolded across a richly curated schedule of artistic and cultural events — encompassing Mehendi, Painting, Rangoli, Cook Without Fire, Vegetable & Fruit Carving, Solo and Group Dance, Solo and Group Song, Skit, Ramp Walk, and a memorable Ethnic Day and Valedictory Ceremony — bringing together the collective creativity, cultural pride, and collaborative spirit of both students and faculty. Utsav created a living testament to the institution's philosophy that a truly elevated education embraces culture as deeply as it does knowledge, celebrating one culture, many stories, and one celebration as Surana College proudly marks over 30 years of academic excellence.



STUDENTS VOICE

Leadership does not begin with a title, position, or recognition. It begins with a vision—the ability to see possibilities where others see limitations and the courage to take action.

To elevate is to rise above ordinary thinking and strive for continuous growth. Leadership starts when an individual chooses responsibility over excuses, solutions over problems, and purpose over comfort. It is not about being the loudest voice in the room but about providing direction, clarity, and inspiration when it matters most.

In today's rapidly changing world, leadership is more important than ever. Technological advancements, social transformations, and global challenges require individuals who can think creatively, adapt quickly, and make meaningful contributions. True leaders are those who embrace change, learn continuously, and inspire progress.

Educational institutions play a crucial role in shaping future leaders. Every classroom discussion, project, presentation, and community initiative offers an opportunity to develop leadership qualities. Leadership emerges when students transform ideas into action and use their knowledge to create positive impact.

A key characteristic of leadership is influence. People follow leaders not because they are required to, but because they trust and believe in them. Integrity, authenticity, and effective communication help build that trust. Leaders earn respect through their actions and their commitment to doing what is right.

Leadership is also about service. The most successful leaders understand that their achievements become meaningful when they help others grow. They encourage collaboration, support their teams, and create opportunities for others to succeed.

Ultimately, leadership is not a destination but a journey of growth, learning, and contribution. It begins the moment we decide to step forward, take responsibility, and make a difference.

To elevate is to transform vision into action, challenges into opportunities, and aspirations into achievements. Leadership begins when we choose not just to adapt to change, but to become a force that creates it.

Nithyashree S
II Year MBA

PARENT & STAKEHOLDER ENGAGEMENT



STUDENT DEVELOPMENT REVIEW MEETING

"Fostering a culture of continuous improvement and academic excellence, a review session was organised on 9th May 2026 to assess students' academic progress, overall development, and performance. Conducted for II and IV Semester students, the session provided a valuable platform for meaningful interaction between faculty and students, enabling constructive feedback, mentoring, and guidance. Through discussions on academic achievements, areas for improvement, and personal development, the event reinforced the department's commitment to student-centred learning, continuous growth, and the holistic development of future-ready management professionals."



FACULTY CELEBRATION

The Department celebrated the birthdays of its faculty members, creating a joyful and welcoming atmosphere. The celebration brought colleagues together to extend their warm wishes and appreciate the contributions of the faculty, strengthening team spirit and fostering a positive workplace culture.



CREATIVE MINDS



CREATIVE MINDS

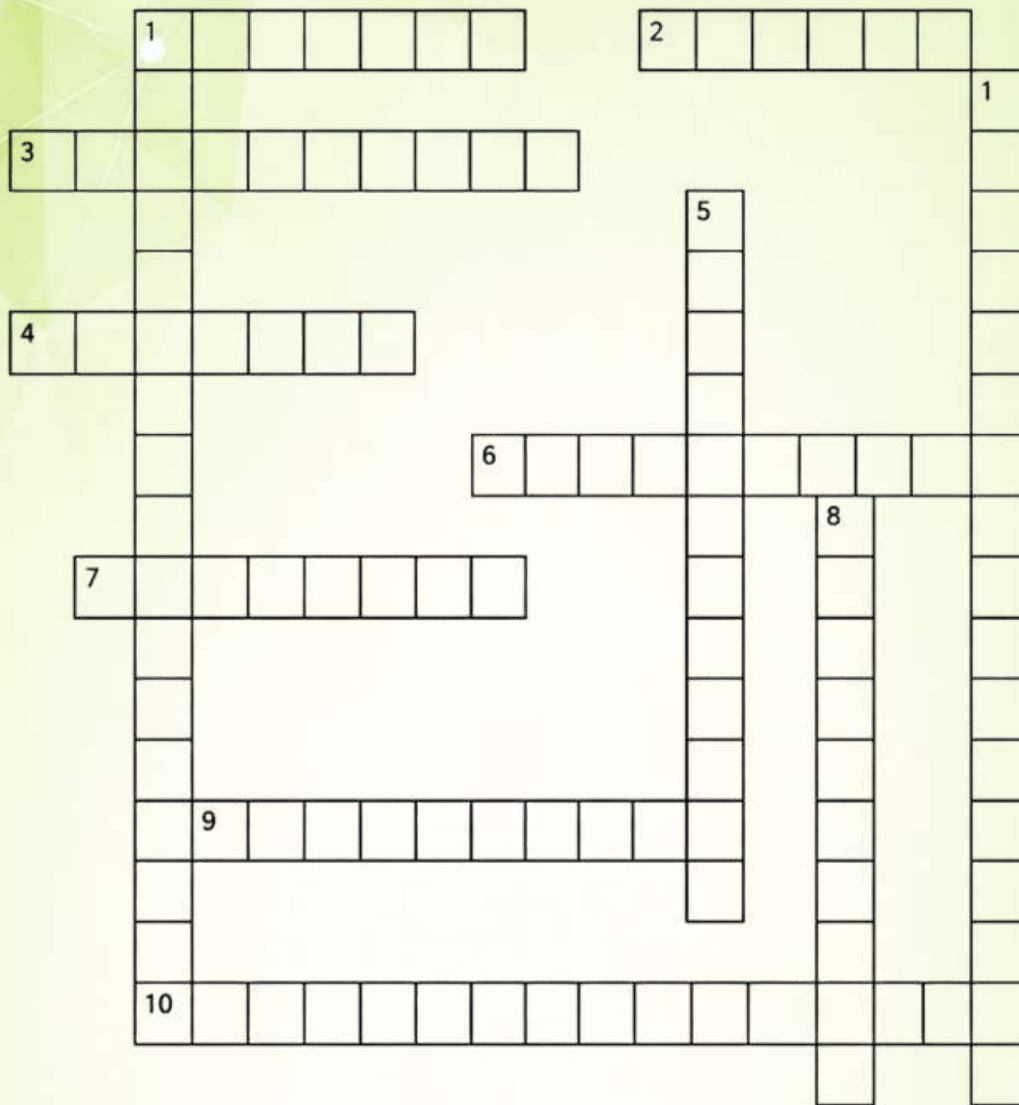


Ayush Kumar Singh
MBA 1st year



Elisha Francis Oliver
MBA 1st year

CRACK THE CLUE, CONQUER THE BOARDROOM



ACROSS

1. Framework developed by Michael Porter to analyze industry competition.
2. Process of comparing business performance with industry leaders.
3. Inventory management system that minimizes stock holding.
4. Strategy focused on creating uncontested market space.
5. Framework that measures financial and non-financial performance.
6. Expansion into new products and new markets simultaneously.
7. Leadership style that inspires change through vision and motivation.
8. Statistical measure of an investment's market risk.
9. Diagram used for root cause analysis.
10. Process of redesigning business processes for dramatic improvements.

DOWN

1. Strategy involving expansion by acquiring competitors.
2. The study of individual and group behavior within organizations.
3. Performance measure indicating customer willingness to recommend a company.
4. Systematic process of identifying and controlling uncertainties.
5. Organizational structure with dual reporting relationships.
6. Method used to evaluate investments based on discounted cash flows.
7. Practice of assigning responsibilities and authority to subordinates.
8. Leadership theory suggesting leadership style should adapt to circumstances.
9. Marketing strategy focused on building long-term customer relationships.
10. Continuous improvement philosophy originating in Japan.

ELEVATE

Where leadership begins

OUR LEADERSHIP OATH

I believe that leadership is a journey of purpose, growth and impact. I commit to:



LEAD WITH PURPOSE

I will lead with integrity, set a positive example, and inspire others through my actions.



LEAD WITH COMPASSION

I will show empathy, respect diverse perspectives, and uplift others with understanding and kindness.



LEAD WITH COURAGE

I will embrace challenges, learn from setbacks, and have the courage to rise stronger each time.



LEAD TO EMPOWER

I will collaborate, encourage, and empower others to realize their potential and achieve their dreams.



LEAD TO LEARN

I will stay curious, seek knowledge continuously, and turn every experience into growth.



LEAD WITH ACCOUNTABILITY

I will take responsibility for my actions, honor my commitments, and deliver with excellence.



LEAD TO CREATE IMPACT

I will use my talents and opportunities to create a positive and lasting impact in my community and the world.

“
Together,
let us elevate
ourselves and
those around us,
because **leadership**
begins with me
and shapes
our **tomorrow**.
”



I take this oath today and every day, to Elevate in thought, word and deed—because **ELEVATE** is not just a theme, it is the way we **lead, live and leave a legacy**.

ELEVATE TODAY. LEAD TOMORROW. INSPIRE ALWAYS.



SURANA COLLEGE AUTONOMOUS

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Recognised under section 2(f) & 12(B) of UGC, Approved by AICTE
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